BENSON & HEDGES
Quality Choices™

One Tobacco Road, Ridgely, MD 21685 Summer Collection '88

Ms. Debra Barnett
2060 N. Center 2
Mesa, AZ 85201

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Dear Ms. Barnett:

Because you are a person to whom quality matters, we would like the pleasure of introducing you to Benson & Hedges Menthol cigarettes.

As a special introductory gift, we have enclosed a Hilton certificate for the "Fridays are Free with Benson & Hedges Quality Choices™" program. This will allow you to enjoy a luxurious 3-day/2-night weekend at any one of 150 Hilton hotels for the cost of a Saturday night alone.

And we've also enclosed a copy of the Benson & Hedges Quality Choices Summer Collection catalogue. Inside, you will find a selection of innovative, stylish and entertaining gifts at lower prices than offered anywhere else. Plus, there's an additional bonus certificate that entitles you to a $5.00 savings on your order.

We hope that you enjoy using the catalogue and the bonus gift certificate.

And we hope that this is the beginning of a long and satisfying relationship with Benson & Hedges Menthol.

Cordially yours,

Renee Simons

Renee Simons
Benson & Hedges

SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.

Ultra Lights: 6 mg "tar," 0.6 mg nicotine—Lights Box: 10 mg "tar," 0.7 mg nicotine av. per cigarette, by FTC method. Lights Soft: 10 mg "tar," 0.7 mg nicotine—100's: 16 mg "tar," 1.0 mg nicotine av. per cigarette, FTC Report Feb.'85.

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Source: https://www.industrydocuments.ucsf.edu/docs/fjlp0003